

# New Job Roles, Sizing and Deployment Drive Focus for Distributor

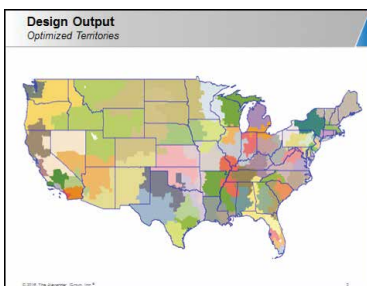
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## The Situation



A global automotive parts distributor with a legacy sales

structure was experiencing stagnant growth. Lack of clarity in job roles and strategic focus, as well as inequitable territories (unequal revenue and opportunity, overlapping territory lines) were limiting sales growth.



### Territory Sizing & Deployment:

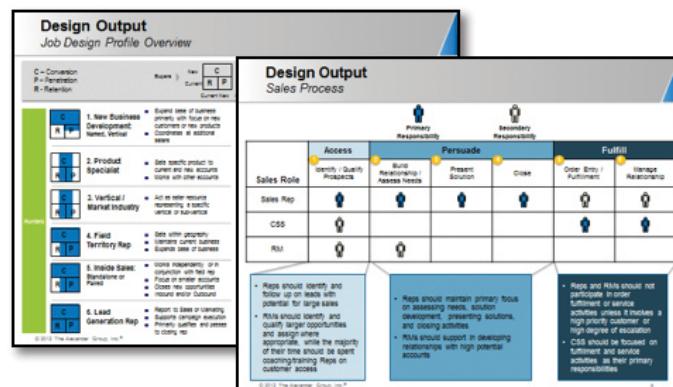
Balanced territories by current revenue and account potential; identified areas to consolidate/add territories; highlighted potential opportunities for talent assessment

## The Challenge

The distributor needed to define a sales process that defined core sales activities and provided focus to sellers. The organization also required specifically defined job roles and balanced territories to ensure proper coverage of customers.

## The Solution

The Alexander Group, Inc. (AGI) led the development of job roles, territories, sales processes, sales compensation plans and comprehensive training curriculum. The Strategic Accounts team was redeployed to high potential accounts to increase penetration and manage cost of sales. AGI redesigned the job roles and sales process for the distributor to align sales activities with corporate strategy. With the company's input, AGI balanced territories by current revenue and account potential, identified areas to consolidate or add territories, and highlighted potential opportunities for talent assessment.



### Job Roles & Sales Process:

Redesigned job roles and sales processes to align sales activities with corporate strategy.

## The Benefit

With the new sales structure, the distributor has balanced growth and investments by aligning sales strategy with sales process, job roles, territory alignment, and compensation. Early results have shown an improvement in sales rep efficiency due to optimized territories and an increase in engaged selling time.



### Current Situation

- Distributor with legacy sales structure experiencing **stagnant growth**
- **Lack of clarity** surrounding job roles and strategic focus
- **Inequitable territories** (unequal revenue/opportunity, overlapping territory lines)



### Client Objectives

- **Define** sales process focused on core sales activities
- **Refine and communicate** new job roles, sales process, and territories
- Increase overall **sales productivity**



### Alexander Group Role

- **Lead development** of job roles, territories, sales processes, sales compensation plans, and comprehensive training curriculum
- **Redeployed Strategic Accounts team** on high potential accounts to reduce sales cost and increase penetration



### Impact

- **Reduced cost of sales** by realigning compensation with results
- **Improved efficiency** of reps due to optimized territories
- Enabled an **increase** in engaged selling time